

KABC-TV
Issues/Programs Report Submissions

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Date: OCTOBER 6, 2008

<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u>PSA # 1 – HEALTH: RESEARCH, PREVENTION, DIAGNOSIS & TREATMENT</u>
2008 – September 30 PSA's: ABCs of Women's Health – Prevention Matters Length: :30/:10 seconds Origin: Local Type: PSA	Promotes our annual Women's Health Month campaign with various community partners and offers women tips, resources and events to help their health.
2008 – August 29,30 & 31 September 1,2, 3,4,6,7,8,10,12,13,15,20 & 26 PSA's: Lupus International Length: :30/:15 seconds Origin: Local Type: PSA	Promotes their annual Lupus Race for Life, to raise funds and awareness for Lupus.
2008 – July 28 & 30 August 2,3,4,5,7,8,9, 10,11,12,13,14,15,16,17,18,19,20,21 & 22 PSA's: Autism Speaks, Surfer Healing & Autism Society of America, San Gabriel Valley Chapter Length: :30 seconds Origin: Local Type: PSA	Promotes their Los Angeles Ride for Autism, a motorcycle ride to raise funds and awareness for Autism.
2008 – August 2,10,20,22 & 31 September 6 PSA's: Shriner's Hospitals for Children, Los Angeles Length: :30/:20 seconds Origin: Local Type: PSA	Informs viewers about Shriner's Hospitals history, what it does in the medical field, what it does for children and what it offers, free of charge.
2008 – July 12 & 27 August 19 PSA's: American Cancer Society Length: :30/:15 seconds Origin: Local Type: PSA	Urges women over 40 to get an annual mammogram, saying that early detection is still the best protection.
2008 – July 8 & 16 August 15 & 26 September 2 & 5 PSA's: Trinity Kids Care Hospice Length: :30/:10 seconds Origin: Local Type: PSA	Allows children with life threatening diseases to spend time at home instead of a hospital, by offering various services and programs. Treats children ranging from newborns to adolescents.

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2008 – August 3 PSA's: Eye Care America Length: :30/:15 seconds Origin: Local Type: PSA	Offers people in the community free glaucoma eye exams if they qualify. Offers some criteria of how they might qualify and gives them an 800 number to call.
2008 – July 6 & 25 August 6,11 & 16 September 2 & 27 PSA's: The Banyan Tree Project Length: :30 seconds Origin: Local Type: PSA	Promotes awareness in the Asian & Pacific Islander communities, seeks to break down the barriers of shame and cultural stigma, and offers access to information, support and treatment for HIV/AIDS.
2008 – July 12 August 17 September 1 & 27 PSA's: Padres Contra El Cancer Length: :30 seconds Origin: Local Type: PSA	Committed to improving the quality of life for Latino children with cancer and their families.
2008 – July 15 PSA's: American Diabetes Association Length: :30/:10 seconds Origin: Local Type: PSA	Encourages viewers to learn about diabetes and how to prevent it and/or manage it.
2008 – August 2 PSA's: National Organization on Fetal Alcohol Syndrome Length: :30/:15 seconds Origin: Local Type: PSA	Encourages expectant mothers to treat their baby-to-be in a healthy manner: Choose an alcohol free pregnancy.
2008 – July 13 PSA's: Lupus LA Length: :30 seconds Origin: Local Type: PSA	Describes symptoms of Lupus and urges young women to protect themselves and get into the Loop.
2008 – August 2 PSA's: Westside Family Health Center Length: :30 seconds Origin: Local Type: PSA	Offers free or low-cost health care for all Los Angeles residents. Will not turn anyone away based on money.
2008 – August 2 PSA's: Alcoholics Anonymous Length: :30/:20/:15 seconds Origin: Local Type: PSA	Targets the viewer whose drinking is affecting their life and family. Offers help and gives their website, or that they are in the phone book.

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2008 – July 20 August 30 September 6 PSA's: Paralyzed Veterans of America Length: :30/:20/:15 seconds Origin: Local Type: PSA	Offers advice on caring for veterans and promotes awareness of the sacrifices made by veterans.
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<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u>PSA # 2 – WOMEN'S ISSUES</u>
2008 – September 16,17,18,19,20,21,22, 23,24,25,26 & 27 PSA's: Susan G. Komen for the Cure Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the 2008 Orange County Race for the Cure, which raises awareness and funds for breast cancer.
2008 – July 28 August 2,12 & 20 PSA's: California Black Women's Health Project Length: :30/:15 seconds Origin: Local Type: PSA	Discusses anxiety and depression in black women and gives information on how the organization can help.
2008 – August 2 PSA's: California Medical Association Length: :30 seconds Origin: Local Type: PSA	Gives symptoms of Post-Partum Depression and encourages mothers to reach out and talk to their Doctor if they feel they may be suffering from this.
2008 – July 20 PSA's: Women's Care Cottage Length: :30 seconds Origin: Local Type: PSA	More than half of the homeless on any given night in L.A. are women and children. They help homeless women and children move off the streets permanently and succeed independently.
2008 – July 13 September 29 PSA's: R.A.I.N.N. (Rape, Abuse & Incest National Network) Length: :30 seconds Origin: Local Type: PSA	Sexual assault is one of the most underreported crimes, with more than half still not reported. This is the nation's largest anti-sexual assault organization and it offers a national hotline and other programs.
2008 – July 20 PSA's: Women's Sports Foundation Length: :30 seconds Origin: Local Type: PSA	Research proves that girls who play sports are more likely to be successful in life. The Foundation provides grants and scholarships to young women.

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2008 – July 31 PSA's: Women Helping Women Length: :30/:15 seconds Origin: Local Type: PSA	Provides a healthy, positive, caring and supportive environment for women in need to help them overcome poverty, abusive relationships and other barriers while gaining self-esteem.
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<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u>PSA # 3 – SAFETY: HOME, ENVIRONMENT, TRANSPORTATION</u>
2008 – July 30 & 31 August 1,2 & 3 September 8,9,10,11,12,13,14,15,16,17, 18,20,21,22,23,24,25,26,27 & 28 PSA's: Ready SoCal Length: :30/:10 seconds Origin: Local Type: PSA	Promotes a collaboration with community partners to help raise viewer's awareness on what to do to prepare for a major disaster.
2008 – July 24 August 7 PSA's: California Attorney General's Office & the California Office of Traffic Safety Length: :60/:30 seconds Origin: Local Type: PSA	Encourages adults to "think through it, don't do it", and don't provide alcohol to minors.
2008 – July 22 & 31 August 6,10,15 & 18 September 1,9,27 & 30 PSA's: Noah's Wish Length: :30 seconds Origin: Local Type: PSA	Informs viewers of their mission to save animals during disasters with their rescue and recovery services and how they do educational outreach programs to help people be prepared for a disaster.
2008 – July 1,2,3,4,5,6,7,8,9,10,11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25,26, 28,29,30 & 31 August 1,2,3,4,5,6,7,8,9,10, 11,12,13,14,15,16,17,18,29,20,21,22,23, 25,26,27,28,29,30 & 31 PSA's: American Red Cross Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the "ABCs of a Safe Summer" campaign, which offers viewers information and events on CPR, 1 st Aid, water, fire, heat and electrical safety to help keep your family safe over the summer.
2008 – July 9,22 & 31 August 19 September 1 & 4 PSA's: Los Angeles County & United Way Length: :30/:10 seconds Origin: Local Type: PSA	Informs the public about 2-1-1, a non-emergency phone number in Los Angeles that helps the community to locate, access and effectively use essential community health and human services.

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<p>2008 – July 5,13 & 19 August 15,17 & 31 September 6,14 & 27 PSA's: The Humane Society of the United States Length: :30 seconds Origin: Local Type: PSA</p>	<p>Offers viewers the "evacuatemypet.com" website to find information on evacuating their pets in an emergency or disaster.</p>
<p>2008 – July 5 August 16 September 7 & 29 PSA's: California Integrated Waste Management Board Length: :30 seconds Origin: Local Type: PSA</p>	<p>Promotes the recycling of TV sets and computer monitors to provide a safer environment for all Californians. Offers a web site to find out what to do.</p>
<p>2008 – July 12 PSA's: County of Los Angeles Office of Emergency Management Length: :30 seconds Origin: Local Type: PSA</p>	<p>In case of a chemical emergency, shows viewers that they should 'shelter in place' and offers a phone number to get more information on what to do.</p>
<p>2008 – August 3 PSA's: National Disaster Search Dog Foundation Length: :30 seconds Origin: Local Type: PSA</p>	<p>Raises awareness of these dogs and that they need support. Asks viewers to be part of the search.</p>
<p>2008 – August 18 PSA's: City of Los Angeles Length: :15 seconds Origin: Local Type: PSA</p>	<p>Informs the public about 3-1-1, a non-emergency phone number that was created to improve access to city services and information, while reducing non-emergency calls to 9-1-1.</p>
<p>2008 – August 3 PSA's: Union Rescue Mission Length: :30 seconds Origin: Local Type: PSA</p>	<p>Helps homeless people in the Los Angeles area. Has been doing so for 112 years.</p>
<p>2008 – July 12 September 3 PSA's: Los Angeles Fire Department Length: :30 seconds Origin: Local Type: PSA</p>	<p>An animated "talking ball" urges viewers to always have a working smoke detector and fire extinguisher on hand in their house, or pull to the right when emergency vehicles are coming with lights and sirens.</p>

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<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u>PSA # 4 – CONSUMER REPORTS & INTERESTS</u>
2008 – July 5 August 2 September 1 PSA's: FCC/Children's Programming Educational Announcement Length: :15 seconds Origin: Local Type: PSA	Provides viewers with information on how to recognize Children's Programming on KABC-TV and how to access more information through our Public Inspection File.
2008 – July 23 & 25 August 6,10,13,17,23, 27 & 28 September 2,13 & 29 PSA's: Ad Council & Neighborworks Length: :30 seconds Origin: Local Type: PSA	Lists Southern California non-profits that provide counseling for those facing foreclosure on their home.

<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u>PSA # 5 – CONCERN FOR YOUTH</u>
2008 – September 15,16,17,18,19,20,21, 22,23,24,25,26,27,28,29 & 30 PSA's: Children's Bureau Length: :30/:10 seconds Origin: Local Type: PSA	Promotes their annual "Mighty Rubber Ducky Derby" which raises funds and awareness for children and families in need in Orange County.
2008 – August 2,13,24 & 28 September 7 & 27 PSA's: American Dental Association Length: :30 seconds Origin: Local Type: PSA	Uses an animated kid dinosaur, Dudley, to encourage kids to brush twice a day; floss once a day, limit between-meal snacks and get regular check-ups.
2008 – July 1,2,4,5,6,7,10,11,12,13,14,15, 16,17,19,20,22,24,25,29 & 31 PSA's: Los Angeles County Alliance of Boys and Girls Clubs Length: :30 seconds Origin: Local Type: PSA	Promotes the Alliance and talks about what it does for the youth in Los Angeles and the surrounding counties.
2008 – July 12,19 & 30 August 16 September 3 & 30 PSA's: Outward Bound Adventures Length: :30/:15 seconds Origin: Local Type: PSA	Organization provides inner city youth a view of nature as the backdrop to facilitate life lessons in conflict resolution, cooperation and building self esteem.

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2008 – July 3, 12 & 20 August 19 September 14 & 30 PSA's: Shoes That Fit Length: :60/:30 seconds Origin: Local Type: PSA	Organization provides new shoes to children who can't afford them. Looks for help from viewers to get more shoes.
2008 – August 3 PSA's: The Fulfillment Fund Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to be the one, to be a mentor and help make a difference in the lives of underprivileged young people.
2008 – July 13 PSA's: The Trevor Project Length: :30 seconds Origin: Local Type: PSA	Promotes their Hotline for gay and questioning teens, as a resource for them so as not to be alone. It is also a suicide hotline, staffed 24/7.
2008 – August 3 PSA's: Kidsave Length: :30/:15 seconds Origin: Local Type: PSA	Promotes their Los Angeles Weekend Miracles Program, which involves volunteers taking foster youth home for the weekend, which provides stability and mentorship.
2008 – July 1 & 17 August 13 & 25 September 3 PSA's: Communities in Schools Length: :30/:15/:10 seconds Origin: Local Type: PSA	Helps kids stay in school and prepare them for life through various programs in the school districts, run by community based programs.
2008 – August 3 September 8 PSA's: The Help Group Length: :30 seconds Origin: Local Type: PSA	Raises awareness of Autism. Each Spokesperson has a child with Autism, and they talk about how The Help Group can help.
2008 – July 12 September 1 PSA's: David & Margaret Home, Foster Family Agency Length: :30 seconds Origin: Local Type: PSA	Asks viewers to help our foster youth by mentoring or becoming a foster parent.
2008 – July 3, 4, 7, 9, 12, 15, 18, 19, 21, 24 & 28 August 4, 5, 8, 10, 14, 17, 18, 21, 23, 25, 27 & 30 September 1, 3, 4, 8, 9, 28 & 30 PSA's: Partnership for a Drug-Free California Length: :30/:20/:15/:10 seconds Origin: Local Type: PSA	Promotes drug prevention through information and talking and encourages parents to know what their kids know about drugs and to talk to them about drugs.

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2008 – July 3 PSA's: Intervida Foundation USA Length: :15/:10 seconds Origin: Local Type: PSA	Promotes their work to stop children's suffering around the world. Asks for viewers help.
2008 – August 3 PSA's: Penny Lane Length: :30 seconds Origin: Local Type: PSA	Places neglected children into loving foster homes. Looking for help to give every child a loving parent.
2008 – August 7 September 1 PSA's: Florence Crittenton Center Length: :30/:15 seconds Origin: Local Type: PSA	Helps abandoned, foster home kids, and those who turn 18 and have no where to go. Urges viewers to help stop homelessness before it happens.
2008 – July 9,17 & 30 August 5,13,21 & 29 September 2 & 5 PSA's: Variety Boys & Girls Clubs of America Length: :30/:10 seconds Origin: Local Type: PSA	Talks about how being a part of a Club can make a huge difference in your life growing up, because they offer support, mentoring, friendship, etc.
2008 – August 7 September 2 PSA's: Free Arts for Abused Children Length: :30/:15 seconds Origin: Local Type: PSA	Integrates the healing and therapeutic power of the arts into the lives of children and youth who have been abused or families who have been designated as "at risk". Ask viewers to volunteer.
2008 – August 9 PSA's: School on Wheels Length: :30/:15 seconds Origin: Local Type: PSA	Offers educational assistance to children who are homeless. Asks viewers to make a difference and volunteer one hour a week and be a tutor.
2008 – July 22 August 7,9 & 28 September 2 PSA's: Al-Anon Family Groups Length: :30/:20/:15/:10 seconds Origin: Local Type: PSA	Offers an 800 number for those whose lives are affected by loved ones drinking. Al-Anon is for family support and Alateen is for children support.

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<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u>PSA # 6 – IMPROVING RACE RELATIONS</u>
2008 – September 8,9,10,11,12,15,16,17, 18,19,22,23,24,27,28,29 & 30 PSA's: City of Los Angeles Length: :30/:10 seconds Origin: Local Type: PSA	Celebrates the City's annual "Latino Heritage Month", which showcases the diverse Latino population and culture in Los Angeles and promotes their Poster and Essay contest.
2008 – July 2,10 & 16 August 6,12 & 26 September 1 & 5 PSA's: Southern Christian Leadership Conference of Greater Los Angeles Length: :30/:10 seconds Origin: Local Type: PSA	Provides information on what SCLC/LA does for the community and the services it provides.

<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u>PSA # 7 – MAINTAINING A QUALITY OF LIFE: INDIVIDUAL AND FAMILY MATTERS</u>
2008 – September 19,20,21,22,23,24,25, 26,27,28,29 & 30 PSA's: Familia Unida Living with Multiple Sclerosis Length: :30/:10 seconds Origin: Local Type: PSA	Promotes their annual "Wheelchair Wash" celebration, which offers a day of pampering for the disabled and raises awareness that people with disabilities have many abilities.
2008 – September 6,7,9,10,12,13 & 20 PSA's: MEND (Meet Each Need with Dignity) Length: :30/:10 seconds Origin: Local Type: PSA	Highlights what MEND does in the community for the low-income and asks viewers to find out how they can help them do more.
2008 – July 24 & 30 August 10,17,20, 23 & 30 September 1,5,11 & 27 PSA's: Recording for the Blind & Dyslexic (RFB&D) Length: :30/:20 seconds Origin: Local Type: PSA	Testimonials about how using RFB&D, has changed and enhanced their life through audio books.
2008 – July 25 August 16,20 & 28	Highlights the difference a guide dog can

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September 6,20 & 27 PSA's: Guide Dog Foundation for the Blind, Inc. Length: :30/:20/:15 seconds Origin: Local Type: PSA	make in the life of its user and shows how much freedom and mobility they give them. Also talks about the different people they can help: deaf, blind, epileptic, veterans.
2008 – July 21 & 26 August 9 & 11 September 4 PSA's: IAVA (Iraq Afghanistan Veterans of America) Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to find out what they can do to help our returning veterans and not to forget them after welcoming them home.
2008 – July 23 August 6,10,15,19,23 & 30 September 4 & 28 PSA's: Aging Services of California Length: :60/:30 seconds Origin: Local Type: PSA	Encourages the fact that aging is something to embrace, not deny and to redefine society's perception of aging. States that "aging is an active verb".
2008 – July 1,2,3,5,6,9,12,13,14,17,19,20,23,24 & 29 August 1,2,3,4,5,8,9,10,12,14,16,26,27,28,29,30 & 31 September 6,7,8 & 13 PSA's: Museum of Latin American Art Length: :30 seconds Origin: Local Type: PSA	Promotes the Museum and calls it "where passion lives".
2008 – July 6,11,12,18 & 19 August 1,17,19,24 & 28 September 5 & 29 PSA's: GLAAD Length: :30/:20 seconds Origin: Local Type: PSA	Encourages acceptance of Gay, Lesbian and Transgender people, as well as not using hurtful words or jokes.
2008 – July 1,7,13,14,24 & 29 August 5,11,20 & 27 September 4 PSA's: USO Length: :60/:30/:15/:10 seconds Origin: Local Type: PSA	Informs viewers about all of the services they provide our troops and their families and says that the best way for us to help the troops is to help the USO.
2008 – July 12,19 & 25 August 14 September 7,14 & 27 PSA's: Karma Rescue Length: :60/:30 seconds Origin: Local Type: PSA	Informs viewers that they give death row dogs a second chance through rescue, rehabilitation and placement into safe and loving homes. They operate on volunteers and donations and are looking for help.

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2008 – July 12 & 20 September 11 PSA's: Los Angeles City College Length: :30 seconds Origin: Local Type: PSA	Details what the College offers and encourages viewers to enhance their life through education.
2008 – July 6,13 & 18 August 15 September 3 PSA's: Valley Community Clinic Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the Clinic and its services in the community. Asks viewers to get involved and help keep it going.
2008 – July 3,11 & 23 August 1,6,13, 22 & 29 September 3 PSA's: The Foundation for a Better Life Length: :60/:30/:20/:15/:10 seconds Origin: Local Type: PSA	Promotes values such as honesty, generosity, hard work, caring, courtesy, etc. and encourages viewers to pass these values on to others.
2008 – July 13 PSA's: National Veterans Foundation Length: :30/:15 seconds Origin: Local Type: PSA	Offers a toll-free Helpline Service for veterans of all wars seeking crisis management, emotional support, VA claims assistance and information and referral services.
2008 – August 8 September 7 PSA's: Wounded Warrior Project Length: :30/:20/:15 seconds Origin: Local Type: PSA	Seeks to help those men and women of our armed forces who have been severely injured during the conflicts in Iraq, Afghanistan and other locations around the world.
2008 – August 8 PSA's: DonorsChoose.org Length: :30 seconds Origin: Local Type: PSA	Informs viewers about their website, which enables teachers to submit online proposals requesting needed books, art supplies, etc. and allows donors to choose which project they want to fund.
2008 – August 8 PSA's: People for the Ethical Treatment of Animals Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to bring their dogs inside and make them a part of the family. Tells how chaining them outside is harmful to them. Also makes a plea to include their animal family members in their evacuation plans during wildfires and other disasters.
2008 – July 19 August 22 PSA's: Dogs For the Deaf Length: :30/:15 seconds Origin: Local Type: PSA	Promotes the organization, whose mission is to rescue and professionally train shelter dogs to help deaf and disabled people.